RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 5, 1998

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

JUNE CTS: DORAL BUY 4 PACKS GET 1 PACK FREE / PROMOTION #800532

Dear Mark:

DORAL B4G1F 'PRE-SLEEVED' product (6M) has been ordered, along with 54 Display / P.O.S. Kits, Item #542195 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product and Display Kits.

PO #051998CTS

DORAL B4G1F BRAND STYLEs	UPC Code	#/ (6M) Cases
Light King	12300-25350	9
Light 100	12300-25351	9
FF 100	12300-25352	9
Lt Men 100	12300-25353	9
Ult Lt 100	12300-25354	9
Box 100	12300-25355	9
Lt Box 100	12300-25356	9

Displays (Item #542195)

SKU CUBE:	**2.3350**
SKU WT (w/o Product):	**4.4200 lbs**
Retail Sales Offer per Sku:	**70 units**
Billing per 6M Case:	**24 Savings Cartons**
Product / Display Arrival:	**May 19, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
EFT $ Amount:	**$13,872.94**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR JUN B4G1F'

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Source: https://www.industrydocuments.ucsf.edu/docs/kkpy0000

B4G1F CTS
MOUNTAIN CANDY

PROMOTION DESCRIPTION:
DORAL DISPLAY KIT CONTAIN GENERIC 30-CARTON DISPLAY, 1 P.O.S. CARD, AND 1 RISER CARD.

**** * * * NO PACKING IS REQUIRED * * * ****

SHIP NUMBER OF P.O.S. / DISPLAY KITS (Item #542195) AND NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $3.60 per each **promoted 6M** case for all product packed and shipped to retail on a timely basis. This equates to **$226.80 (63 (6M) case(s) @ $3.60)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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DIRECT ACCOUNT CUSTOMER LIST

PROMOTION #800532: DORAL BUY 4 PACKS GET 1 PACK FREE

RETAIL DISTRIBUTION DATE: 6/8/98

DIRECT ACCOUNT TO SHIP NUMBER OF DISPLAYS AND CARTONS PER BRAND STYLE TO RETAIL. NO PACKING REQUIRED.

7 BRAND STYLES: DORAL LT / DORAL LT 100 / DORAL FF 100 / DORAL LT MEN 100 / DORAL ULT LT 100 / DORAL BOX 100 / DORAL LT BOX 100 — 7 STYLES

S/REP	R/REP	RJR#	ACCOUNT NAME	ADDRESS	CITY	STATE	CHAIN ID	SEGMENT	SISP	VAP NAME	VAP SPL#	# DISPLAYS (ITEM 2642196)	CARTONS PER STYLE	
162210	162227	772268	SMOKER'S CHOICE 2	259 DUNNING RD	MIDDLETOWN	NY	2253-00-00	CS	442680	MOUNTAIN CANDY & CIG		6	30	
162210	162233	759634	SMOKERS CHOICE	ROUTE 23	ONEONTA	NY	2253-00-00	CS	442680	MOUNTAIN CANDY & CIG		6	30	
162210	162234	786561	SMOKERS CHOICE III	151 E MAIN ST	COBLESKILL	NY	2253-00-00	CS	442680	MOUNTAIN CANDY & CIG		6	30	
162210	162234	817127	SMOKERS CHOICE 4	RR 3 BOX S	AMSTERDAM	NY	2253-00-00	CS	442680	MOUNTAIN CANDY & CIG		6	30	
162303	162322	765418	SMOKERS PARADISE	14 SARATOGA RD	SCOTIA	NY	3441-00-00	CS	442680	MOUNTAIN CANDY & CIG		6	30	
162304	162322	777125	SMOKERS PARADISE III	INC.	LATHAM	NY	3441-00-00	CS	442680	MOUNTAIN CANDY & CIG		6	30	
162305	162322	757620	SMOKERS PARADISE	90 STATE ST	ALBANY	NY	3441-00-00	CS	442680	MOUNTAIN CANDY & CIG	985499	6	30	
162306	162325	777133	SMOKERS PARADISE V	604 PAWLING AVE	TROY	NY	3441-00-00	CS	442680	MOUNTAIN CANDY & CIG		6	30	
162306	162325	784251	SMOKERS PARADISE VII	TROY PLAZA	TROY	NY	3441-00-00	CS	442680	MOUNTAIN CANDY & CIG		6	30	
													9	CASES

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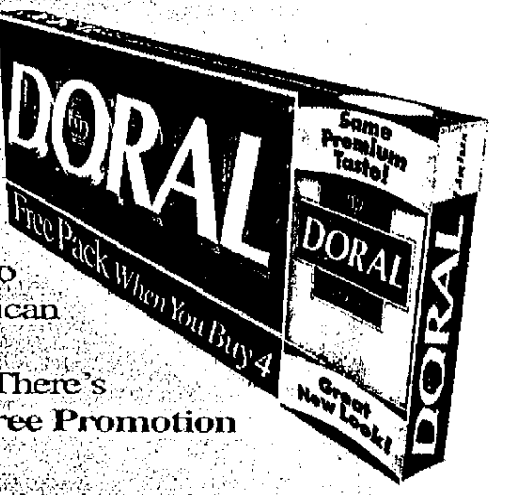
DORAL

June Brings Our New Look, The Big American Adventure Sweepstakes, And A Buy 4 Packs Get 1 Free Promotion.

We couldn't make June a bigger sales opportunity for you. We'll be introducing our dramatic new packaging design with a sweepstakes that allows your customers a chance to win a trip to 6 great American destinations. We didn't stop there, though. There's the **Buy 4 Packs Get 1 Free Promotion** in June, as well.



POS Card/
Alternate Header -

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